

COMMUNICATION TEAM MINUTES

MONDAY, JANUARY 20, 2014, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES, 3RD FLOOR

IN ATTENDANCE: Maribeth deSnoo (Co-Chair), Bonnie Perrigard (Co-Chair), Donna Kaye, Wendy Anderson (Coordinator)

REGRETS: Linda Duffy-Brown, Kellie Brace, Theresa Dostaler

MANDATE: The Communication Team is responsible for developing and implementing a communication plan which includes strategies for communication throughout the Network, with and between organizations and the community. Strategies will include common branding, parent/youth engagement and CYSN website. In addition, this Team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
1. Welcome and Introductions	Welcome and regrets noted.		
2. Review of Agenda	Accepted		
3. Accept Minutes from Nov 18th	Accepted		
4. Business Arising from Minutes a) Network Meeting Highlights b) Coordinating Team Update – nothing to report	Aboriginal awareness presentation, approval of social media platform, Community Issues request regarding Quinte West partnership proposal, etc. It was noted that only one person indicated that they had used the Asset Inventory, available in the member section of the CYSN website.		CYSN minutes from Dec 6 th are available at: http://www.hpechildrenandyouth.ca/about-the-network/

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<p>5. Work Plan</p> <p>a) Website Stats</p> <p>b) NWD Promotional Video</p> <p>c) Engagement Strategy; VIPs</p> <p>d) CYSN Info/Recruitment Roadshow</p>	<p>Wendy presented a report summarizing visits, unique visits and page views from April 1, 2013 to January 20, 2014. With the exception of December, it would appear that the # of visits is slowly growing. The group viewed the online Google Analytics data for page views. The home page, blog and resources continue to receive the most hits. Beginning in January, Wendy is referring members and partners to the website to view the weekly newsletter rather than printing it in an email. A discussion was held about following suit with meeting agendas, etc.</p> <p>Wendy is waiting to hear back from Loyalist about whether the script can be changed to include warm hand-off. Apparently, they are experiencing difficulties. The team suggested delaying no further and posting the existing video on our YouTube channel.</p> <p>Now that Wendy has an updated computer, she will pursue Mail Chimp (an email marketing service provider) which would allow people to subscribe to our newsletters, etc.</p> <p>A second version of the slideshow – with input from Donna, was reviewed by the team.</p>	<p>Share with Network on Feb 27th</p>	<p>This issue will be addressed by the Service Pathway Committee on Feb 13th.</p> <p>Wendy will investigate Mail Chimp.</p> <p>A meeting frequency slide will be added at Theresa's suggestion and finishing touches will be applied.</p>

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e) Recruitment and Orientation package	<p>The team reviewed the checklist provided by Wendy. It was suggested that the annual budget be added.</p> <ul style="list-style-type: none"> • Hyperlinks to these documents will be added to the slideshow for interested members/ orientation and posted on the website. • A membership package will be developed for new and continuing members, to include covering letter from CYSN co-chairs, agreement, sign-back copy and invoice. 		Wendy will assemble. Donna offered her assistance.
6. New Business a) Resource Sharing Committee	<p>Wendy advised that the Resource Sharing Committee will be taking a recommendation to the Network to disband because they feel their work is done. A working group (with some of the existing members) could be formed once the HPEDSB is onboard with the QW hub idea. They want to make sure the “spirit” of resource sharing is not lost and wondered if the Communication Team could play a greater role. The team is willing to support the sharing of information but feels that this is the responsibility of all teams, committees, etc.</p>		<p>Maribeth will suggest the need to obtain 211 stats from United Way/211 to the Coordinating Team on Feb 19th in order to identify service gaps, etc.</p>
7. Next Meeting	Monday, February 10th, 1:30-3:30pm, CMHS		<p>If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca</p>
8. Adjournment	Adjourned at 3:10pm		